Arvind Limited's ₹150-Crore Textile Unit in Varanasi Creates 1,000 Job Opportunities

Key approvals, NOCs and statutory clearances facilitated within 21 days through Invest UP's dedicated investor handholding and inter-departmental coordination

Over 300 women already recruited for training; new facility to manufacture sportswear and innerwear for leading global brands

Lucknow, November 5: Uttar Pradesh's investor-friendly ecosystem and proactive facilitation by Invest UP have helped fast-track the establishment of Ahmedabad-based Arvind Limited's ₹150-crore textile manufacturing facility in Varanasi. Inaugurated by Hon'ble Prime Minister Narendra Modi on October 25, the facility is located at Khochwan, Mirzamurad, and spans approximately six acres. The project has an estimated employment potential of 1,000 people, with more than 300 women already recruited and undergoing training at the facility.

The new unit will manufacture products such as sportswear and innerwear for several leading multinational brands, strengthening Varanasi's position in the textile and garment manufacturing value chain. The project demonstrates how Uttar Pradesh is translating investment commitments into on-ground industrial activity through responsive governance, simplified processes and time-bound investor support.

Invest UP Drives Ease of Doing Business Through Dedicated Investor Handholding

Invest UP played a pivotal role in facilitating the project by providing end-to-end investor support and acting as a single-point coordination agency. It worked closely with the investor, Varanasi district administration and concerned departmental authorities to streamline statutory procedures, resolve bottlenecks and expedite the processing of applications and approvals.

The district administration extended proactive support, particularly in resolving critical land-related matters and securing statutory permissions. Its intervention helped address the land exchange issue, expedite permission under Section 80 and coordinate with district- and state-level authorities for the groundwater NOC.

Multiple Approvals Secured in Just 21 days

Through sustained follow-up and coordinated inter-departmental efforts, major approvals, NOCs and registrations were facilitated within approximately 2–3 weeks. These included Consent to Establish and Consent to Operate from the Uttar Pradesh Pollution Control Board, Fire NOC, Groundwater NOC, Section 80 permission, factory

registration through the Labour Department and building map approval from the District Panchayat, Varanasi.

The project involved multiple departments and statutory authorities with distinct procedures and documentation requirements. Invest UP ensured continuous monitoring and timely resolution of issues requiring departmental intervention, reducing procedural delays and facilitating swift project implementation.

This successful facilitation reflects Uttar Pradesh’s commitment to Ease of Doing Business through coordinated, responsive and investor-centric governance. Such investments are strengthening manufacturing, generating employment, boosting women's workforce participation and reinforcing the state's position as a competitive investment destination on its journey towards a trillion-dollar economy.